

**DATE:** August 15, 2002

**TO:** All Managed Care Organizations

**FROM:** Director  
Health Plan Benefits Group

**SUBJECT:** Marketing of Mid-Year Benefit Enhancements

As the November 1 date for M+C organizations to begin submitting mid-year benefit enhancements (MYBE) nears, I want to take the opportunity to outline the process for marketing 2002 enhancements.

As you know, we allowed a “streamlined” approach to marketing review for the 2003 renewal season to ensure that Medicare beneficiaries received information about their health care options timely. This approach was outlined in my June 25, 2002 memorandum to you, entitled “Implementation of Medicare +Choice Provisions Contained in the Public Health Security and Bioterrorism Response Act of 2002.” Given that the MYBE season is a continuation of the 2003 renewal season and there continues to be a need to notify beneficiaries quickly, we are allowing M+C organizations to continue to use this streamlined marketing review approach when preparing their MYBE marketing materials.

As a reminder, the streamlined marketing review process provides for the following. The full details of the process can be found in my June 25 memorandum, which is located at <http://cms.hhs.gov/healthplans/acr/>, under “Information Resources.”

1. Allows release of marketing materials prior to CMS approval of the MYBE submission (i.e., the ACRP submission for the MYBE) as long as they include the disclaimer “*pending Federal approval.*” These marketing materials must still receive approval from the Regional Office. M+C organizations may submit marketing materials to the Regional Office for review with or without the MYBE information included in the material.
2. Discontinues the final verification requirement for marketing materials developed to promote the MYBE. The M+C organization must send a copy of all marketing materials at the time they are used for members and prospective enrollees.

Questions about this memorandum may be directed to Wendy Burger at 410-786-1566 or [wburger@cms.hhs.gov](mailto:wburger@cms.hhs.gov). Thank you.